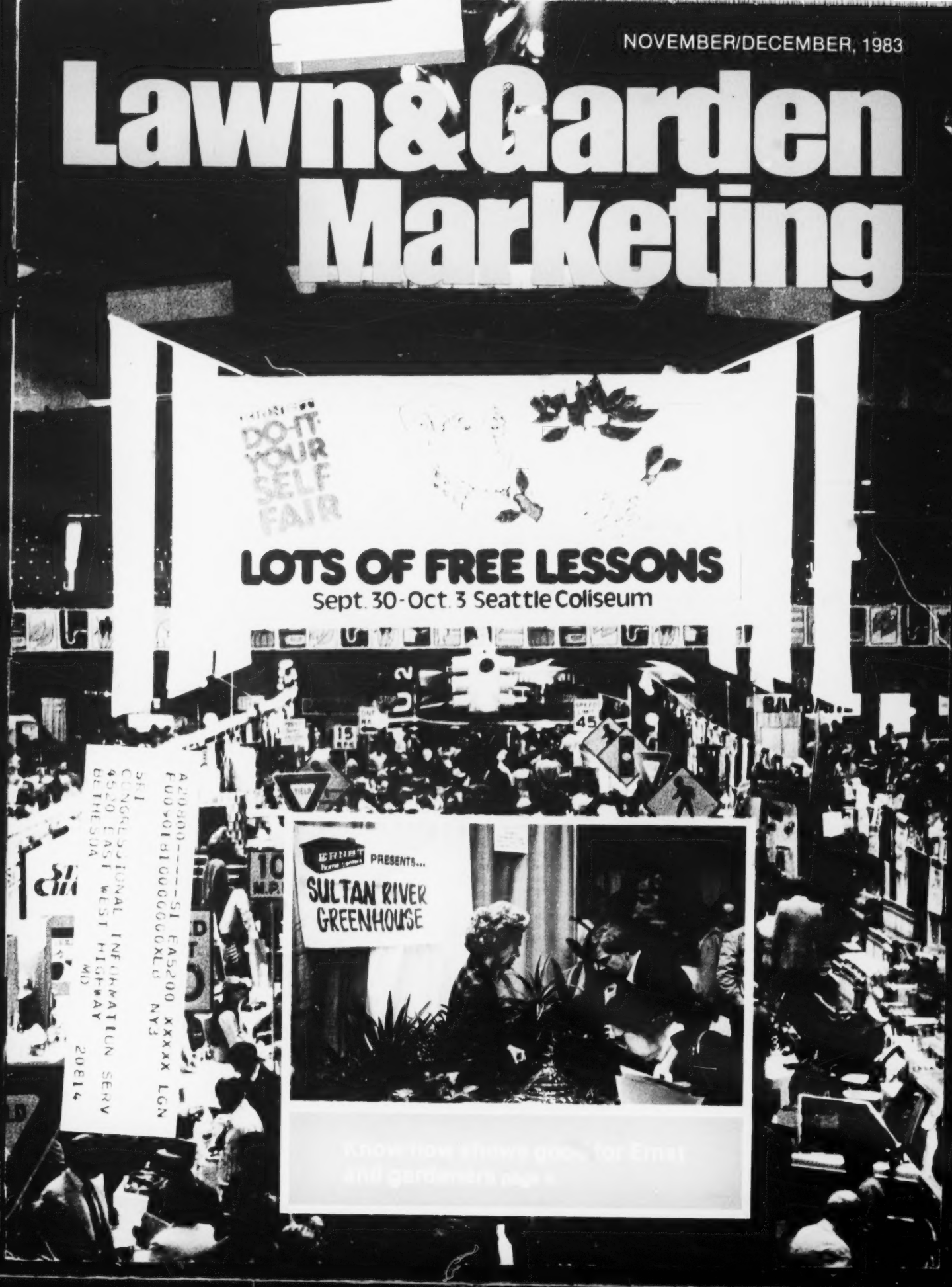
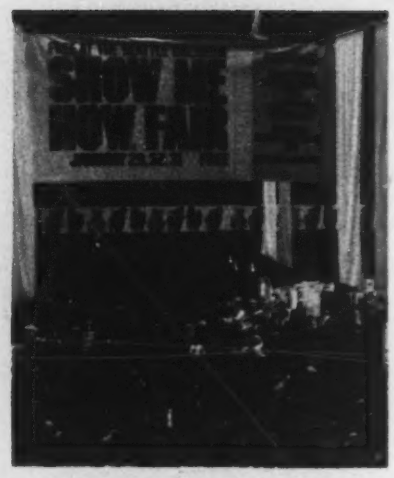
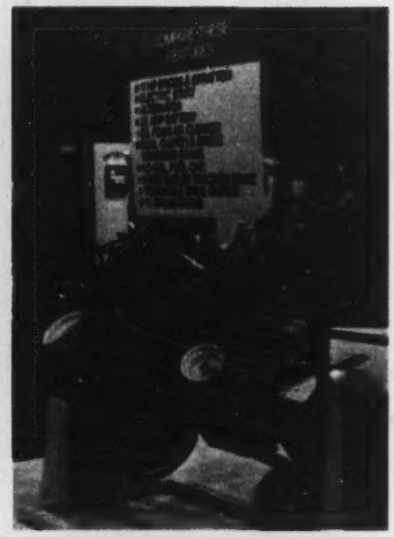
NOVEMBER/DECEMBER, 1983

Lawn&Garden Marketing





6 Know-how shows spur sales to do-it-yourselfers. No selling is allowed but high profits result from the twice-yearly Ernst-Malmo Home Center fairs.



12 Fall trade shows: more bullish than bearish. An air of optimism pervaded the major national and regional fall shows; sales and prices are firm or rising.

NOV./DEC., 1983 VOL. 22 No. 10 PUBLISHED 10 TIMES ANNUALLY

Lawn&Garden Marketing®

The merchandising magazine for lawn, garden and leisure living products.

6 Know-how shows spur sales to do-it-yourselfers.

8 Launching new products. Whether a product is technologically or cosmetically new, its successful introduction to the marketplace must be carefully orchestrated.

12 Fall trade shows: more bullish than bearish.

40 Calendar. Listing of events in 1984.

46 Index of articles for 1983. Feature articles for the past year are listed.

54 Vic Foster heads NLGDA. Representatives of the 65 member companies of the National Lawn and Garden Distributors Assn. hold elections at their 13th annual convention, mid-September, in Dearborn, MI. Supplier exhibits were featured.

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Coming in January: As compliance mowers enter their second year, a major retailer discloses his strategies. An English gardening expert foresees a "golden era" for horticulture in the U.S. Our spring ad campaign planner for L & G product retailers and the ABCs of garden cutting tools.

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Green Scene

Christmas tree grows anywhere

The Dazzler is a heavy-duty steel skeleton shaped like a Christmas tree (left). It holds potted poinsettia plants (center) or flowers. The tree on the right contains potted Chrysanthemums. The tree is marketed by Bachman's Inc. It comes

in 16 sizes ranging from 8 feet 6 inches to 24 feet 8 inches. Shipping weight is 230 to 3,619 pounds. Trees hold from 76 to 571 individual plants. The tree has a built-in watering system that provides each plant with an equal amount of water. Contact Bachman's, Commercial Sales, 6010 Lyndale Ave. South, Minneapolis, MN 55419, (612) 861-7729.

Top ten favorite outdoor activities

as selected by the following numbers of U.S. households

Flower gardening	40 million
Vegetable gardening	35 million
Exercise/physical fitness	26 million
Fishing	26 million
Bicycling	19 million
Camping	17 million
Jogging	16 million
Hunting	14 million
Tennis	10 million
Golf	10 million

Source: Leisure activities/1983 Gardens for All/Gallup Organization survey conducted July, 1983.
U.S. household population/current population report, U.S. Bureau of the Census: July 1983 estimate, 84.5 million households.

The Gardens for All/Gallup-National Garden Survey Fact Sheet on U.S.A. household garden activities can be ordered from Gardens for All, Dept. T11, 180 Flynn Ave., Burlington, VT 05401. Send $1 to cover postage and handling.

Hose-end sprayers for less

Wholesale prices on all Acme Burgess hose-end sprayers have been rolled back to 1980 levels for the spring 1984 buying season. The price cuts, which encompass all four models of the sprayer, are effective through July 31, 1984.

Rosso elected AAN president

R. Jerry Rosso was elected president of the American Assn. of Nurserymen during its 108th annual convention and trade show in Montreal, Quebec, Canada. He is secretary and treasurer of Julius Rosso Wholesale Nursery Co. in Seattle and 400 member firms in the Pacific Coast area.

1983 inventory figures down

The American Assn. of Nurserymen reports that, according to a recent survey of its retail members, 44 percent of the retail nursery firms in the United States purchased more living plants for the spring 1983 season than they bought for the previous spring. Fewer of the surveyed firms said they would be carrying over more plants into this fall than they did into the fall of 1982.

"Did you purchase more or fewer plants for spring 1983 than for spring 1982 sales?"

More	**44 percent**
Fewer	**35 percent**
Same	**21 percent**

The national average reported was 1.2 percent more plants purchased this spring than last.

"Will you carry over more or fewer plants into fall 1983 than you did into fall 1982?

More	**41 percent**
Fewer	**28 percent**
Same	**31 percent**

The average reported nationally was 2.3 percent more plants carried over this fall than the previous year.

Research grant awards

The California Assn. of Nurserymen Endowment for Research and Scholarship (C.A.N.E.R.S.) awarded $73,500 to 18 various research projects being conducted on behalf of the nursery industry at the Riverside and Davis campuses of the University of California. The largest amount awarded to a single project was $17,000 for soil fumigation research for nematode control and nursery-product certification.

Mid-Am '84 in Chicago

The 1984 Mid-American Horticultural Trade Show will be held Jan. 13-15 at the Hyatt Regency in Chicago, IL. The show is sponsored by the Illinois Landscape Contractors Assn., Illinois State Nurserymen's Assn. and the Wisconsin Landscape Federation. Contact Donn W. Sanford, Mid-Am '84, 4300-L Lincoln Ave., Rolling Meadows, IL 60008, (312) 359-8160.

Power Equipment Report

Vol. 4 No. 10 November/December 1983

Small decline in 1983 L&G shipments

Twelve-month shipments of walk-behind power mowers, lawn tractors and riding mowers, riding garden tractors and rotary tillers decreased by 4.6 percent in comparison to the previous model shipment year, according to estimates by the Outdoor Power Equipment Institute (OPEI).

The model year for these products is Sept. 1, 1982, through Aug. 31, 1983. The F.O.B. factory shipment value for these products increased 3.4 percent from $1,646 million to $1,702 million in 1983.

By product category, the most significant growth was for lawn tractors and riding mowers, which experienced an increase of 5.7 percent over the 1982 model year.

Walk-behind power mowers totalled 4,400,000 units, a decline of 4.3 percent over 1982 when the estimate reported 4,600,000 units shipped. However, the F.O.B. value increased 3.1 percent from $674 million in 1982 to $695 million for model year 1983.

The largest decrease in this product group was registered by rotary tillers.

Following tillers, riding garden tractors shipment data reflected a decline of 11.6 percent.

Key Lawn and Garden Shipments—1983 Model Year (Estimated)

Product	Unit Shipments 1983	1982	Change %	F.O.B. Shipment Value 1983	1982	Change %
Walk-behind power mowers	4,400,000	4,600,000	– 4.3	$ 695 MM	$ 674 MM	+ 3.1
Lawn tractors/.						
riding mowers	691,000	654,000	+ 5.7	600 MM	549 MM	+ 9.3
Front engine	415,000	393,000	+ 5.6	395 MM	359 MM	+10.0
Rear engine	276,000	261,000	+ 5.7	205 MM	190 MM	+ 7.9
Riding garden tractors	129,000	146,000	–11.6	275 MM	280 MM	– 1.8
Rotary tillers	408,000	497,000	–17.9	132 MM	143 MM	– 7.7
	5,628,000	5,897,000	– 4.6	$1,702 MM	$1,646 MM	+ 3.4

B&S and union agree to 3-year contract

The Allied Industrial Workers of America local in Milwaukee voted to accept a three-year contract with Briggs & Stratton, ending a 90-day strike by about 7,600 workers, according to a report in the Nov. 1 issue of the *Wall Street Journal*.

The contract provides for an employee profit-sharing plan and a $200 monthly pension supplement for workers who retire before age 62, and calls for a wage freeze during the first year, a 2 percent pay raise in the second year and a wage freeze in the third year.

The company said the strike halted engine production, which accounted for 94 percent of the company's $613.8 million in sales in the year ended June 30. The report said that the contract will expire Aug. 1, 1986.

Yahn heads new company: Aircap Industries

C. H. "Chuck" Yahn has been named president and chief executive officer of Aircap Industries. The company was formed by Wesray Corp. from Sunbeam Outdoor Co. and Aircap Manufacturers, two companies Wesray acquired from Allegheny International.

Two executive vice presidents have been named: George B. Briggs, operations, and Joseph V. Rund, marketing sales.

Aircap Industries has two divisions: an Eastern division in Manning, SC, and a central division and headquarters in Tupelo, MS.

Electric lawn mowers will continue to be marketed under the Sunbeam trade name for an unspecified length of time under an agreement reached with Allegheny. Gas lawn mowers will continue to be sold under the Aircap and Mastercut trade names.

The company plans to continue to be a strong force in the private label lawn mower business in the electric and gas fields.

"Aircap Industries will rely heavily on innovation, quality and performance to carve for itself a greater share of the lawn mower and related outdoor products markets," Yahn said.

"An immediate example is our development of the two molded deck mowers introduced at the recent National Hardware Show. One is gas-powered, one electric. They are lighter and more maneuverable than steel or aluminum deck mowers of comparable width and advance the state of lawn mower art," Yahn said.

Briefs

The Ariens Co., Brillion, WI, celebrated its 50th anniversary. The outdoor power equipment manufacturer started production of the first domestic-built rotary tiller Sept. 11, 1933.

Dixon Industries celebrated its 10th anniversary with a national sales meeting in Tulsa, OK.

Beaird-Poulan/Weed Eater announced plans to participate in activities at the 1984 World's Fair in New Orleans, LA, May through November, 1984. The company will be a part of the Energy Saving House, an exhibit designed to demonstrate energy-saving products and practices.

NHWMA Log Splitter standards: see page 66.